

CHAPTER 5

CONCLUSION AND SUGGESTIONS

5.1. Conclusion

Perception is considered as an opinion or thought of an individual towards a product. In this study, the respondents found out the female young adults' perceptions of two-piece and colorful swimsuits. Based on the responses in statement 1, 2, 3 and 4, most of the respondents agree that two-piece and colorful swimsuits are comfortable to wear; it is catchier and trendier; it meets the needs of the respondents; and it satisfies the respondents.

Furthermore, a buying/purchase decision is an action that is taken by consumers based on some considerations to buy a product. In the responses to the statements 5, 6, and 7, the respondents show their view that their buying decision is influenced by other parties, in particular by the fact that many other women wear the product, and that the decision is based on their own decision. However, the respondents disagree with the statement that their buying decision is influenced by other people's recommendation.

Finally, when a consumer is going to make a purchase, they will go through some process before deciding to purchase the product. The statements 8, 9, and 10 are related to the stage of the buying process. The data shows that the respondents undergo the process of searching information about the product, evaluating alternative products, and recommending the product to other people.

5.2. Suggestions

There are some doubts about this study because the writer could not get more specific data. This study has weaknesses in collecting and analyzing data. The writer was unable to collect further information about the data that can be more useful. Respondents are not specific so the analysis of this study is not deep. The writer would like to give suggestions for further research to add demographic questions such as ethnic/race, location (where the consumer uses the swimsuit), education background, marital status, and employment status. Qualitative research would also be useful to get more data so the analysis will be deeper.